

Message Text

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COM/DIBA/216:CGENDREAU

COM/DIBA/210:ABASHENDORF

----- 025151

R 292203Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMCONSUL DHAHRAN

USINT BAGHDAD

USINT DAMASCUS

INFO AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANAA

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KUWAIT ALSO PASS DOHA

E.O. 11652: N/A

TAGS: BEXP, TC, JO, LE, EG, SA, KU, IZ, SY, QA, MU, BA, YE

SUBJ: MARKET RESEARCH TRIP OF T. PATRICK KILLOUGH

REF: STATE 1842 (NOTAL)

BEIRUT FOR COMMERCIAL ATTACHE AND RTDO

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SUMMARY: MARKET RESEARCH OFFICER PLANS, IF CONVENIENT TO POSTS,

VISIT EIGHT COUNTRIES IN ARAB NEAR EAST APRIL 14-JUNE 14, 1974. HE WILL DO PRELIMINARY THREE STUDIES ON THEMES IN SUPPORT OF USDOC PROMOTIONAL EVENTS FOR FY 75-76 AND EXPLAIN TO POSTS NEW MARKET RESEARCH REPORTING FORMAT THEY WILL USE IN FUTURE. ACTION REQUESTED: POSTS INVITED (A) TO EXPRESS RECOMMENDATIONS ON SYSTEMATIC APPROACH TO MARKET RESEARCH IN ARAB NEAR EAST; (B) MAKE HOTEL RESERVATIONS FOR MRO. END SUMMARY.

1. FSO-4 T. PATRICK KILLOUGH, COUNTRY SPECIALIST IN COMMERCE'S OFFICE OF INTERNATIONAL MARKETING, NEAR EAST-SOUTH ASIA DIVISION, PLANS VISIT ACTION ADDRESSEE POSTS IN CAPACITY OF MARKET RESEARCH OFFICER (MRO) BETWEEN APRIL 14-JUNE 14, 1974 IN ACCORDANCE FOLLOWING ITINERARY:

A. BEIRUT APRIL 14 ETA 1750 HRS PA 2,
B. CAIRO APRIL 19 ETA 2035 HRS ME 306,
C. JIDDA APRIL 26 ETA 1315 HRS SV 748,
D. RIYADH MAY 3 ETA 1415 SV 734,
E. DHAHRAN MAY 7 ETA 2040 SV 896,
F. ABU DHABI MAY 10 ETA 1435 SV 756/GF 336
G. DUBAI MAY 15 ETA 1000 GF 323
H. BAGHDAD MAY 18 ETA 0845 IA 018
I. DAMASCUS MAY 22 ETA 1935 RB 362
J. KUWAIT MAY 27 ETA 1135 RB 341
K. AMMAN JUNE 1 ETA 1000 RJ 801
L. BEIRUT JUNE 9 ETA 1045 ME 313

2. PURPOSE OF TRIP IS TO DO BRIEF PRELIMINARY MARKET SURVEYS AS FOLLOWS:

PRODUCT LINE	COUNTRIES
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A. RAILROAD EQUIPMENT	EGYPT, IRAQ, JORDAN, LEBANON, SAUDI ARABIA, SYRIA
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B. BUILDING SYSTEMS AND MATERIALS	KUWAIT, SAUDI ARABIA, UNITED ARAB EMIRATES
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C. BUSINESS MACHINERY AND SYSTEMS	KUWAIT, SAUDI ARABIA, UNCLASSIFIED
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UNITED ARAB EMIRATES

3. THREE THEMES TO BE RESEARCHED WERE SELECTED AFTER REVIEWING (A) POST RESPONSES TO REFTEL AND (B) SUBSEQUENT REQUESTS BY U.S. INDUSTRY SECTORS FOR USDOC ASSISTANCE IN PENETRATING CERTAIN MARKETS IN EGYPT, IRAQ, AND SYRIA. THEMES ARE ALSO IN SUPPORT OF USDOC-SPONSORED PROMOTIONAL EVENTS UNDER CONSIDERATION FOR FY 75 AND 76. MRO WILL BE USING NEW, SIMPLIFIED REPORTING FORMAT AND

SPECIFICATIONS DESIGNED FOR USE BY SELECTED OVERSEAS POSTS. MRO WILL USE OCCASION HIS VISIT TO EXPLAIN THIS FORMAT TO POSTS. USDOC HOPES THAT IN FUTURE POSTS, PERHAPS WITH SUPPORT OF RTDO BEIRUT, WILL BE IN POSITION DO SIMILAR MARKET STUDIES IN NEW FORMAT. SUCH STUDIES WILL HAVE TO BE DONE IN ORDER TO JUSTIFY TRADE MISSIONS, CATALOG SHOWS, EXHIBITIONS AND OTHER FORMS OF USDOC-SPONSORED PROMOTIONAL ACTIVITIES. POSTS ARE THEREFORE ENCOURAGED USE OCCASION MRO VISIT TO PRESENT PROPOSALS ON BEST WAY TO DO MARKET RESEARCH IN THEIR COUNTRIES--E.G., BY USING POST RESOURCES ALONE, THROUGH PARTIAL INPUTS FROM LOCAL MARKET RESEARCH FIRMS, IF SUCH EXIST, OR BY HAVING STUDIES DONE ENTIRELY BY REGIONAL MARKET RESEARCH FIRMS FROM OUTSIDE HOST COUNTRY--FROM EGYPT, FOR EXAMPLE, OR LEBANON. MRO WILL SPEND FINAL WEEK (JUNE 9-14) IN BEIRUT COMPLETING FINAL REPORTS AND CONSULTING WITH RTDO ON USDOC MARKET RESEARCH REQUIREMENTS FOR REGION IN FY 74 AND 75. FYI: USDOC CURRENTLY EXPLORING WAYS IN WHICH RTDO BEIRUT MIGHT PLAY ENHANCED ROLE IN COORDINATING AND SUPPORTING MARKET RESEARCH FUNCTION IN REGION.

4. ACTION REQUESTED:

A. POSTS ARE ENCOURAGED TO EXPRESS THEIR VIEWS ON BEST APPROACH TO MARKET RESEARCH.

B. POSTS ARE SKED TO MAKE RESERVATIONS FOR MRO KILLOUGH AT ANY CONVENIENT HOTEL. ADVISE NAME OF HOTEL. NOT RPT NOT NECESSARY MEET MRO AT AIRPORT. MRO WOULD APPRECIATE DESK SPACE AND USE OF TYPEWRITER AT POSTS AND POSTS' ADVICE AND ASSISTANCE IN CALLING ON GOVERNMENT AND BUSINESS OFFICIALS. POSTS SHOULD ALSO ADVISE EXTENT TO WHICH MRO WHO DOES NOT SPEAK ARABIC WILL REQUIRE HELP OF INTERPRETERS IN CONDUCTING INTERVIEWS. MORE DETAILED INDICATION OF ASSISTANCE REQUIRED AND ADVICE OF FISCAL DATA WILL SOON BE SENT TO INDIVIDUAL POSTS.

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C. FOR ABU DHABI AND JIDDA: IN-COUNTRY TRAVEL DATES SUBJECT TO REVISION ON POST ADVICE.

D. FOR BEIRUT: DURING APRIL 14-19 STAY IN BEIRUT MRO WISHES CONSULT WITH RTDO ABOUT GENERAL APPROACH TO MARKET RESEARCH IN REGION AND WITH COMMERCIAL ATTACHE ON NEEDS OF LEBANESE RAILWAY INDUSTRY. ALSO WISHES CONSULT WITH POST ABOUT POSSIBILITY OF RESEARCH STUDY ON AUTOMOTIVE SERVICING AND REPAIR EQUIPMENT MARKET IN LEBANON IN ANTICIPATION OF OFFSITE SHOW THIS THEME EARLY 1975. KISSINGER

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